

## ABSTRACT

A system and method for advertising wherein a communication from a sending party to a receiving party includes one or more advertisements. Such communication could include one or more of an email, a voice mail, a voice communication (i.e. a telephone call or internet based telephony communication), a facsimile message, a pager message, or any other suitable electronic communication. In a preferred embodiment, the communication is an email sent from a sending party to a receiving party, wherein the email includes an advertisement for a product or service used by the sending party. Such advertisement could include a "testimonial" from the sending party, who's credibility is established with the receiving party. In another preferred embodiment, the advertisement could be for a software program installed and operated on a computer system used by the sending party. The advertisement is included in the email message of the sending party as a result of an election made by the sending party during installation of the software program. The advertisements can be structured in a multi-level marketing type organization including trusted and credible reporting systems to account for each participant's advertising efforts.